October 2025

Communicate

Email

The threshold for consecutive soft bounces required to trigger an automatic unsubscribe has been increased from 10 to 50.

Other feature releases

Bot clicks

The bot clicks policy has been updated to include a new Android bot that replaces a previously identified bot.

Self-serve imports

You can now create and manage your own imports. Imports allow you to perform a one-time or recurring import of an email or phone number list that you can leverage in your audience.

Learn more about how self-serve imports and how to create a job:
- Understand import lists
- Create an import job
- Understand import job and run statuses
- Set up platform notifications for import jobs